



BIMA Awards 2026 Entry Pack

**Celebrating another year of our
community's "eclecticity"!**



Content	2
About the BIMA Awards	3
How are the BIMA Awards judged?	3
Categories	4
• What are the categories?	
• Category definitions	
How to enter	11
• Entry requirements	
• Entry process	
• Entry support	
FAQs	12
• Dates to note	
• Entry fees	
• Confidentiality	



About the BIMA Awards

BIMA Awards 2026

Fuelled by connection and propelled forward through shared purpose, our wide range of members generate outstanding results from thousands of powerful projects for brands around the world.

That energy is never more culpable than when we celebrate exceptional work at the BIMA Awards ... and once more the call for entries is live.

The BIMA Awards for 2026 are here, and we're celebrating our shared "eclecticity"!

We believe that all BIMA members are part of an eclectic category of ingenious creators and innovators – that's why our annual Awards are positioned as having a unique focus.

As always, this year will see winning projects awarded bronze, silver, or gold across categories that reflect the most award-worthy work that blend creativity and technology, from within our community of members.

How are the BIMA Awards judged?

The judging process will take place in September 2026, and will focus on recognising the **innovation**, **craft**, **impact** and **measurable good** of your work.

- **Innovation**
The application of a new creative idea, which may involve pioneering concepts, techniques or approaches that advance the current 'state of the art'.
- **Craft**
Brilliant execution and attention to detail, with a laser focus on target audience and the overall project's ambitions.
- **Impact**
The effect and influence of the project on the intended audience, demonstrated through measurable business outcomes.
- **People and Planet**
Demonstrate how a project positively impacted people or the planet, or both ... with any metrics of success and analysis you can provide.



The first round of judging will be held online. Here, judges will be asked to assess all submissions for eligibility and against the three criteria above using a point scoring system. The highest scoring entries in each category will progress to round 2.

The second round of judging will be held in person, and judges will discuss the remaining entries, pick a shortlist in each category, and privately submit scores that will decide who will win bronze, silver, or gold; all to be revealed at the ceremony in November.

Categories

What are the categories?

There are 20 categories across three different areas of industry: Campaign, Product, Sectors and Special Categories. All celebrate the intersection where creativity and technology meet.

The three areas of British Ingenuity:

Campaign:

Creativity, emotional, results-oriented. Categories will feature our campaign-first members from performance marketing to social.

Product:

This is for the technological, precise, systematic thinkers. Categories will be curated to favour our developer-first members with categories focussing on transformation and build.

Sectors and Special Categories:

This is for the categories that have a home in both camps. For sector based and broad categories such as social good and Agency of the year.



Sectors and Special Categories	Campaign	Product
Business (B2B)	Brand experience	Best Digital product
Consumer	Immersive experience (AR, VR, XR)	Transformation project
Services and utilities	Innovative use of digital media	Trailblazers
Health and wellness	Innovative use of social	Experience Design (UI, UX)
Education	Innovative use of performance media	
Innovative Use of AI		
Use of data		
Social good		
Inclusive Design		
Agency of the Year		
Campaign of the Year		

The Creative Award

When entering, you can also opt in to have your submission put forward for the Creative Award. Launched in the last couple of years, this award will be judged by BIMA's Creative Council. They will be looking for the most creative pieces entered into the BIMA Awards 2026. There is no criteria; no need for strategic brilliance, stand-out performance, best use of budget, or long-term effectiveness (although that might also be true). They want to find and hero the work that makes them go "WOW! That's really creative".

You do not have to pay to have your submission considered for these recognition. Just ensure you check a box for "Creative Award" on the awards platform to be considered.



Category information

CAMPAIGN

Brand experience

The Brand Experience category recognises campaigns that create seamless, engaging, and immersive digital experiences for brands. Entries can include websites, apps, social media, experiential or omnichannel campaigns. This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet

Immersive experience (AR, VR, XR)

Going further than events for this year, we want to celebrate experiences powered by data, emerging technology, and creativity. Projects that utilise immersive tech for AR, VR, XR, gaming platforms or think about how to create an experience within in-person gatherings. Judges want to be blown away. This category will be judged 30% Innovation, 40% Craft, 20% Impact and 10% People and Planet

Innovative use of digital media

Highlighting innovative use of digital media strategy, whether it's out of home, search or streaming or mobile. How are you and your clients using new and traditional forms of media in an unusual way for awareness or response? Judges want to read about a thorough strategy behind the media choices and demonstration that it hit its objectives. This category will be judged 30% Innovation, 20% Craft, 40% Impact and 10% People and Planet

Innovative use of social

In this category judges will be looking for innovative examples of how the power of social platforms can engage audiences, drive conversations, build communities and brands. It's important to separate your entry from the rest with a clear demonstration on how innovation has taken a social strategy to the next level. This category will be judged 30% Innovation, 20% Craft, 40% Impact and 10% People and Planet

Innovative use of performance media (AI search, SEO, performance metrics)

The Innovative use performance media category is for the digital advertising campaigns that maximize efficiency and impact, such as search, programmatic advertising, social media ads. While performance means results, judges also need to see how your work has been innovative and different. This category will be judged 30% Innovation, 20% Craft, 40% Impact and 10% People and Planet

PRODUCT



Best digital product

We are looking to champion the design and build of any digital product from websites to apps. Tell a complete story from inception to impact. How have your team adapted or augmented current platforms, embraced new languages and generally kicked ass(ets).

This category will be judged 30% Innovation, 40% Craft, 20% Impact and 10% People and Planet

Transformation project

Judges want to understand how you've gone beyond comms campaigns here and see how strategic thinking can holistically transform a business for the digital age. How have you solved problems with platform integration, e-commerce evolution, and delivered impact for your client's organisation? How have you created impact internally e.g. employees; and/or externally e.g. customers, communities, society at large?

This category will be judged 40% Innovation, 30% Craft, 20% Impact and 10% People and Planet

Trailblazers (Future impact / R&D)

While most of the other categories are judged across criteria, this award is for the disruptors... so far ahead of their time that the full impact of the work might be years away. This is where future impact and R&D work sits. So don't get hung up on results, the judges are looking for totally fresh ideas and those with bravery and determination to launch something different in the market. Are you pushing how data is used? Or challenging the status quo in privacy? Maybe on-chain loyalty is consuming your team in 2026. Inspire us!

This category will be judged on Innovation only

Experience design (UI, UX)

Think Art Direction for digital experiences. Judges are looking for brave, bold and beautiful designs on any screen. This is the category for Digital Art Directors and Designers to have their moment of fame. Judges are looking for exemplary UX submissions, so be sure to include all the research and strategic thinking behind the work. Let's see some of that famed British design thinking brought to the fore.

This category will be judged across 30% Innovation, 40% Craft, 20% Impact and 10% People and Planet



SECTORS

Business

This category is for any B2B campaign or B2B project. It doesn't matter if you are providing tech stack solutions or building immersive experiences at a trade fair, it's all about making B2B brands shine with brave use of tech and digital.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet

Consumer

Digital transformations have altered how consumers interact with brands, forever. Loyalty, CRM, DTC — innovation in the use of emerging channels, new data sets, or an understanding of new consumer behaviour are all stories our judges are ready to review. While this category is open to any consumer work, please review all sector categories for the best match.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet

Services and utilities

From DeFi to clean energy, streaming platforms to home security ... be it acquisition to retention ... customer experiences have been transformed with innovative use of data and technology. Any financial services campaign or project sits within this category, as does SAAS or any innovation approach to making lives easier.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet

Health and wellness

This category is for any work from the health and wellness space, even from brands whose initiatives focus on wellbeing... from pharma and fitness to products and apps. Judges are looking for campaigns and/or projects that have made real advances in the healthcare space either physically, mentally or by increasing awareness of specific health issues. Work that promotes wellness from a brand in another sector could also go in the relevant sector category (for example a zero-alcohol version of a famous drinks brand could go in Consumer).

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet



Education

In any form and for any audience group, if your project or campaign was built to promote Education sector clients or education-led initiatives then please enter here. Perhaps it's a purposeful approach to improving education attainment in underserved communities, or an ambitious digital-first approach that's emerged post-pandemic... we're excited to see how you've enabled the work and the results achieved.

This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet

SPECIAL

Innovative use of AI

As the world continues to use more and more artificial intelligence, how are you using AI or machine learning in your creative process, customer interactions, builds or analytics? This category is judged by our AI Council who want to see projects that have understood and exceeded in providing an experience that implements AI in a responsible and innovative way.

This category will be judged 40% Innovation, 20% Craft, 30% Impact and 10% People and Planet

Use of data

"Data is a precious thing and will last longer than the systems themselves." We suspect Sir Tim knows a thing or two about the subject, so let's embrace his POV and celebrate the real rock stars — the data scientists, strategists, and analytics teams who create impact with data in all its forms ... creativity to effectiveness. Impress us with your best data-driven approaches and experiences. This category will be judged 40% Innovation, 20% Craft, 30% Impact and 10% People and Planet

Social Good

Judges are looking for the best demonstration of how you helped your clients to build awareness, improve fundraising, encourage behaviour change or promote the purpose of any organisation in this sector. We believe that together we can make a large, positive difference through our tech and innovation. Here's our chance to be the proof point that digital practitioners can drive measurable change to how we live our lives, our wellbeing, our self-determination. This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet

Inclusive design



The Best Inclusive Design category is for digital experiences that prioritise accessibility, diversity, and usability for all individuals, regardless of ability or background. This category will be judged by the Inclusive Design council. This category will be judged across 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet

Agency of the Year

As a community driven by purpose, this category celebrates our member organisations who typify our mission to drive innovation through knowledge sharing, showcasing best practice and developing talent. They will have been judged to best represent our three focus pillars of Skills Gap, Culture, and Growth. We want to hear about great teams, with a great culture, doing great work! Judges won't just be motivated by billings and wins. They're interested in the positive impact leadership is creating for people and clients alike. So, tell us about your teams – use those storytelling talents for a little self-promotion. This category will be judged 25% Innovation, 25% Craft, 25% Impact and 25% People and Planet. While the same four criteria are used for this category judges will interpret them slightly differently. Innovation will be based around the agency's use and adoption of emerging tech. Craft will be the work the agency is producing for clients. Impact will be the business model...times are difficult so how are you adopting and maintaining margins? People and Planet will be focused on agency culture, how you manage teams and give back to society with any ESG projects. All these criteria are judged equally at 25% of all scores.

Campaign of the Year

The Best Campaign of the Year category celebrates the most outstanding digital campaign that set new standards for innovation. Entries must be campaign based and have a clear strategy to achieve a specific goal through digital marketing, advertising, or communication activities. This category will be judged 30% Innovation, 30% Craft, 30% Impact and 10% People and Planet

How to enter the BIMA Awards

Entry requirements

- Must be DIGITAL and/or TECH (or have a significant digital and/or tech component).
- Submissions must be the work of a British agency and/or be for the British market.
- To keep BIMA Award winning work current, your project must have been launched, completed, re-developed, or shown substantial measurable progress since 1 January 2025.
- Projects in beta are considered eligible.



- Your work must have in some way moved the game on and demonstrated how the organisation, product, service, or idea is at the vanguard of digital.

Entry process

- All BIMA Awards entries must be submitted online via the awards platform at bima.awardsplatform.com
- You can enter projects into multiple categories. Please note you will be charged per entry per category for your submissions.
- Entries consist of a 200-word overview of your work, followed by a 1000-word more in-depth explanation of how your project meets the category criteria. More information on the category criteria can be found on the awards platform.
- In addition, you can provide images, audio or video links and any other information that will help the judges to experience your work.
- You can enter your submission into multiple categories by selecting 'Copy' from the 'My entries' tab on the platform.
- Entries created during the 'early bird entry' time can be edited right up until the entry deadline, so make use of the cheaper price!

Entry support

If you have any questions about entering the BIMA Awards, please contact the team at awards@bima.co.uk.

BIMA Awards: Showcases

We are running a series of deep dives into the award winning work from 2025 so you can ask questions and see exactly how judges review the work. Please keep an eye on our social media and newsletters.

BIMA Awards: How to Submit Your Best Entry – 18 June 2026 2pm

Join this interactive workshop – AMA (Ask me anything) with BIMA's MD, Matt Sullivan, and members of the awards council for a quick overview of the entry process and participate in a workshop with members of the BIMA Awards council who have previously won BIMA (amongst other) awards. Find out how to submit your best entry this year, how to hone your skills to create compelling award entries that resonate with judges and increase your chances of winning.

What we will cover:

- Identify a winning campaign
- Awards top tips
- Understanding the judges
- Writing with clarity and impact
- Crafting a story

Please come to this session with a working example you're hoping to submit. Links to register will be shared via the usual BIMA comms channels.



FAQs

Dates to note

Early bird entry deadline // Friday 26 June

Entry deadline // Friday 10 July

Late entry fee // Friday 17 July

Shortlist announced // Thursday 24 September

BIMA Awards 2026 Ceremony // Thursday 19 November

Entry fees

	BIMA Member	Standard
Early bird entry fee Submit your entry before Friday 26 June to save £60+vat per entry.	£250+vat	£350+vat
General entry fee Submit your entry before Friday 10 July.	£295+vat	£430+vat
Late entry fee £50+vat will be charged as an extra admin fee for entries made after the entry deadline. No entries will be accepted after Friday 17 July.	£350+vat	£480+vat

BIMA Members can use their free entry until the General Entry deadline. After that, they will be charged £50+ VAT as an extra admin fee.

Confidentiality

All BIMA Awards judges sign an NDA prior to receiving entries to assess. On the entry form you will see a 'For Judge's Eye Only' section, where you can include any confidential information to support your entry, in the full confidence that it will not be used outside of the judging meeting(s).